



One of 10 new outdoor exercise stations included in the LifeTrail Advanced Wellness System

LifeTrail equipment updates promote functional fitness

Playworld Systems is updating its LifeTrail outdoor exercise stations to reflect the concept of functional fitness. This exercise focuses on teaching muscles to work together, rather than in isolation, to “build a body capable of doing everyday activities.” Designed for adults ages 60-plus, the 10-station LifeTrail Advanced Wellness System will provide activities that mimic those in daily life. The new system, available in February 2010, will use core training and balance exercises to help individuals improve their balance, strength and stamina. For details, call Julie Rearick at 800-233-8404. Visit www.playworldsystems.com for company information.

CogniFit program trumps classic computer games, study shows

Older adults with mild cognitive impairment (MCI) have greater cognitive improvement with CogniFit brain fitness training than those patients who use classic computer games such as Tetris, finds a study by independent researchers and CogniFit scientists. After three months, participants who used the CogniFit Personal Coach program improved in seven abilities and overall score, while those who used generic games improved in only two abilities and overall score. In eight of nine comparisons, individuals using the CogniFit program showed greater overall improvement than the control group. For CogniFit product

information, call 206-331-4449 or view www.cognifit.com.

Iron Grip partners with leasing companies

Iron Grip Barbell Company has announced partnerships with three leasing companies: Macrolease, Franchise Financial, and Jules and Associates. These companies specialize in providing financing for fitness facilities; however, each focuses on a distinct type of customer. This allows Iron Grip customers to choose a financing company that caters to the specific needs of their business. “Leasing provides a valuable financing alternative for our customers, and we are pleased to be able to offer our customers a range of options,” says Vice President of Sales Donna McCallum. Refer to www.iron Grip.com or call 800-664-4766 for further information.

Concept2’s virtual challenge spans ‘Vermont to Vegas’

More than 1,200 participants walked, rowed, biked or ran this summer in Concept2’s Vermont to Vegas contest, offered in conjunction with Cabot Creamery and the Vermont Department of Tourism and Marketing. Adults over 50 were invited to join the virtual tour, which ended at the AARP Vegas@50+ Expo in Las Vegas. Participants competed online by logging workouts daily, and through increased participation, gained more opportunities to win random drawings. As of press time, a return Vegas to Vermont trip will begin on November 2. Go to www.concept2cts.com/v2v for other Concept2 challenges.

Octane Fitness expands reach into commercial market

Octane Fitness, LLC, recently began fulfilling two large commercial orders, installing 72 units at Virginia Commonwealth University and 62 units for Kentucky Fire Commission. The university purchased Octane Pro3700 ellipticals and xR6000 xRide seated ellipticals; the Fire Commission also purchased

Pro3700 ellipticals. “As our brand becomes better known and more exercisers worldwide experience Octane’s many advantages, our commercial sales have continued growing exponentially,” says Dennis Lee, Octane Fitness president. “We are thrilled to steadily gain traction in health clubs, as well as in multiple vertical markets.” Call 888-628-2634 or see www.octanefitness.com for more product information.

Conductorcise goes abroad and on the road

Maestro David Dworkin recently presented Conductorcise—A *Sound Workout for Mind, Body and Soul*—at the Groenhuisen Care Center in Roosendaal, Amsterdam, at the end of August. The trip to the Netherlands followed his appearance as part of New York City’s Summer Streets program. During this event, some city streets were closed to traffic to encourage people to “play, walk, bike, and breathe.” Then, in September, Dworkin brought his program to Park Meadows Senior Living, a Spectrum Retirement Communities location in Overland Park, Kansas. To find out more about the Conductorcise program, call 914-244-3803 or visit www.conductorcise.com.

Locator service launched by Performance Health/Hygenic Corporation

Performance Health/Hygenic Corporation (PHI) has launched a Where-to-Buy online locator tool to help consumers find practitioners who sell Biofreeze and Thera-Band products. The service will benefit individuals in need of pain relief and practitioners by providing an opportunity to establish new relationships.

To participate in the program, practitioners who sell these products must complete a simple online registration process at www.biofreeze.com/wheretobuy/signmeup or www.thera-band.com/wheretobuy/signmeup (invitation code: PR01).

Preferred Vendors

In related news, the company is developing new Biofreeze products, embarking on research to support evidence-based practice, and expanding sponsorships of CEU seminars and educational materials. Learn more at www.thera-band.com.



ADI's John Rude holds the wall plaque and framed certificate he presented to Good Samaritan Manzano del Sol Village

ADI certifies wellness center

Age Dynamics Inc. (ADI) recently awarded its Certified Wellness Center designation to the Good Samaritan Manzano del Sol Village in Albuquerque, New Mexico. ADI not only designed the community's original wellness program, but also helped design the wellness center. Presenting the award to Executive Director Kayln Johnson, ADI President John Rude stated that he was "especially delighted to acknowledge Manzano del Sol in this way. This certification assures residents that the facility meets the unique and specific needs of mature adult exercisers." For information on ADI support services, contact Robin Tappan at 800-929-2719 or email info@agedynamics.com.

Matrix treadmill wins design excellence award

The T7xe treadmill by Matrix won the bronze International Design Excellence Award (IDEA) for commercial and industrial products from the Industrial Designers Society of America (IDSA). Honoring design excellence in products, eco-design, interaction design, packaging, strategy, research and concepts, the international IDEA competition attracted 1,631 submissions this year. Judging criteria focused on eight areas of industrial

design excellence: design innovation; benefit to the user; benefit to the client/business; benefit to society; ecological responsibility; appropriate esthetics and appeal; usability testing; rigor and reliability; and internal factors and methods, implementation. Matrix product details are available at www.matrixfitness.com. Or call 866-693-4863.

OPTP introduces tape

New from Orthopedic Physical Therapy Products, SpiderTech Kinesiology Tape consists of 12 precut, predesigned and prepackaged therapy applications. This tape is made of cotton with 100% acrylic, hypoallergenic adhesive; and is the same weight, thickness and elasticity as skin, to help it integrate with the body's sensory system. The product is also water-resistant and breathable, and can be worn for up to five days. According to OPTP, SpiderTech allows users "to have early engagement in pain-free ranges of motion and strengthening exercises, and active participation in the therapeutic process" Check out www.optp.com for therapy product details.



TMI Salt Pure's Sherlly Lorenzo

TMI Salt Pure announces staffing developments

Sherlly Lorenzo has joined the TMI Salt Pure Tech Support Department. Lorenzo, who is bilingual, has a bachelor's of science degree in industrial engineering. She has shown "a great grasp of the pool business" since joining the company, TMI says, and will take over some accounts. In other staffing news, Stacey Browning has moved to the East Coast to open a full-service customer support office for the company.

Also, TMI offers a five percent discount to ICAA facilities that purchase the complete TMI Automated Salt Pure System with virtual on-site support. For details, see www.tmisaltpure.com.

Masterpiece Living finds benefits in more emphasis on spiritual programming

Increased spiritual programming emphasis may benefit retirement community residents' health and well-being, according to an analysis of Masterpiece Living's database on successful aging. Over 30 communities were ranked according to participants' answers to questions related to meaning and purpose in life and religious and spiritual beliefs. In the top-ranking community, many participants indicated such issues were "more important than anything else." This community's residents had significantly better perception of their overall health, better quality of sleep, and less emotional risk than those in the lowest-ranking community, who gave more neutral answers. Learn more about Masterpiece Living at www.mymasterpieceliving.com.

SPRI takes best-selling accessory title

SPRI Products was named the top-selling fitness accessories brand for the fifth consecutive year in the 2009 *Specialty News (SNEWS)* Fitness Retailer Survey. SPRI garnered more than double the votes of the second, third and fourth place companies in this category, which includes stability balls, resistance tubing, exercise mats, medicine balls and weight attachments.

In addition, before the 2009 Health and Fitness Business show, SPRI employees participated in a volunteer effort at a Boys and Girls Club. There, manufacturers, retailers and other representatives cleaned and organized the facility for fall. For SPRI product information, visit www.spri.com or call 800-222-7774. ☞